



**BOOTH**  
UNIVERSITY  
COLLEGE

**EDUCATION FOR A BETTER WORLD**

## **Booth University College**

### **Marketing Communications Specialist**

Booth University College is seeking a Marketing Communications Specialist who will be responsible for leading the execution of the marketing communication strategies of Booth University College. The Marketing Communications Specialist will work collaboratively with other teams and managers in order to ensure that communication efforts support institutional initiatives to raise the profile and promote the values and mission of the institution. The role reports to the Director of External Relations.

**SUPERVISORY FUNCTIONS:** none

**ESSENTIAL FUNCTIONS OF THE JOB/ROLES AND RESPONSIBILITIES:**

- Work collaboratively with various departments within Booth UC
  - receive their communication and marketing requirements
  - develop ideas, options, and costs for presentation to the department project manager
  - be responsible for effective implementation of the identified communication and marketing requirements
- Research, write, and edit clear, concise, and engaging copy for a variety of formats including social media, website, newsletter, magazine, press releases
- Create, maintain, and evaluate new and existing marketing and communications materials and activities related to print and digital advertising, email marketing and public relations; recommend improvements for impact, efficiencies, and cost effectiveness
- Advise on and participate in the execution of effective marketing and communication plans that are consistent with the strategic direction of management and that maximize promotional impact
- Develop effective, positive relationships with external service providers (design, advertising firms, etc.) to ensure that marketing is achieved with both earned and purchased media
- Create content and optimize all Booth UC social media strategies, including oversight of Booth UC Student Council social media.
- Provide media readiness training for staff and faculty as needed
- Advise on crisis communications, as needed
- Responsible for maintaining the website, liaising with outside vendors for upgrades and analytics, editing content, assessing functionality of website, SEO, and coordinating with departments to ensure content is consistent and updated



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## **QUALIFICATIONS**

### **1. Required**

- Satisfactory criminal record check
- Fully supportive of the integration of faith and learning in a Christian university-level setting and a commitment to the Mission of Booth University College
- Ability to integrate your Christian faith within the workplace
- At least three years of strong and varied marketing and communications experience
- Undergraduate degree or diploma in Marketing or Creative Communications (equivalent experience will be considered)
- Strong project management skills, including project budget management, with demonstrated ability to meet deadlines
- Highly organized; able to carefully plan and manage competing priorities
- Excellent writing, editing, and proofing skills
- Proven ability to work effectively as part of a fast-paced collaborative team and to lead on assigned projects
- Solid knowledge of social media, website trends and analytics

### **2. Assets (Preferred Qualifications)**

- Graphic design experience
- Photography skills

This is a full-time position with 37.5 hours per week. In addition to the compensation package, we also provide a benefits package that includes health, dental, and other group benefits, vacation and sick leave, RRSP, and a tuition bursary program. Booth University College offers a stimulating university college environment, a mission-driven purpose, and the opportunity to contribute to change as Booth UC moves forward on its commitment to its mission: **Education for a Better World.**

### **Application Instructions**

Applications may be submitted in confidence to Human Resources; Booth University College by email: [BoothUC.Careers@boothuc.ca](mailto:BoothUC.Careers@boothuc.ca). Applications must include a cover letter. In the letter describe why you want to work at Booth University College. Also, please detail what key strengths you bring to this position.



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All qualified candidates are encouraged to apply however, in accordance with Canadian Immigration requirements, Canadians and permanent residents will be given priority.

Accommodations are available upon request throughout the recruitment process.

Applications will be reviewed as received until **May 25, 2024**.

### **About Booth University College**

Booth UC is a Christian university college located in Winnipeg, Manitoba (Canada) and rooted in The Salvation Army's history of meeting the needs of the most vulnerable in society. As an open-enrollment institution, we welcome students from many different backgrounds, cultures, and countries. Deeply committed to social justice, we blend Christian faith and rigorous scholarship with a passion for service. Our approach to learning is anchored in academic excellence and based on a vision of social justice, hope, and mercy for all. We are committed to our mission: **Education for a Better World**. This is described in our mission statement:

*William and Catherine Booth University College, a Christian university college rooted in The Salvation Army's Wesleyan theological tradition, brings together Christian faith, rigorous scholarship, and a passion for service. The University College educates students to understand the complexities of our world, to develop the knowledge and skills necessary to be active contributors to society, and to know how the Christian faith compels them to bring hope, social justice, and mercy into our world.*